



Communications Committee Update

Tuesday, April 28th



NATIONAL
FISH 
HABITAT
PARTNERSHIP

NFHP StoryMap Performance

7,000+ total views (Dec 2025–Apr 2026)

“Shared Waters” top performer

Mid-tier: DARE, Pacific Lamprey, Restoration CA

Engagement driven by outreach spikes

Low baseline traffic without promotion



StoryMap Insights

- Partner amplification drives reach
- Content needs periodic re-sharing
- Opportunity: repurpose into video/graphics



Social Media Performance

- 7,300 users driven to website
- Facebook: +53 (+1.8%) stable
- LinkedIn: +53 (+14%) fastest growth
- Instagram: 140 followers, emerging

Website Performance

- 7,300 active users (Jan–Apr 2026)
- Traffic driven by news, click throughs from newsletter content
- Top entry: homepage, news, dashboard, partnerships



Upcoming Deliverables

- May: FHP Fact Sheets, New StoryMap
- July: ICAST Policy Briefing
- September: Task Force Report

Questions?

